

Message Text

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TAGS: BEXP, YO

SUBJECT: TELECOMMUNICATIONS SEMINAR

REF: BELGRADE 3723

SUMMARY: MAJOR YUGOSLAV ELECTRONICS/ELECTRICAL FIRM "ISKRA" INVITES TELECOMMUNICATIONS SEMINAR FOR SPECIAL VISIT TO PLANT FACILITIES. WE RECOMMEND THAT SCHEDULE BE ACCORDINGLY MODIFIED AS DISCUSSED BELOWJMIEND SUMMARY

1. DURING "BLUE RIBBON" CALL SEPTEMBER 2, JOZE HUJS, GENERAL DIRECTOR FIRM "ISKRA"--YUGOSLAVIA'S LARGEST FIRM IN ELECTRONICS/ELECTRICAL EQUIPMENT--INVITED COLLECTIVE VISIT SEMINAR MEMBERS TO ISKRA FOLLOWING COMPLETION BELGRADE PROGRAM. IF GROUP ACCEPTS, IT MIGHT DEPART BELGRADE EITHER FRIDAY EVENING OR SATURDAY MORNING (SEPT 27-28) AND FLY TO LJUBLJANA AIRPORT AT BRNIK (NEAR KRANJ). ENSUING PROGRAM COULD INVOLVE (A) MEETING KEY EXECUTIVES OF ISKRA, (B) INSPECTING NEW ELECTRONIC TELECOMMUNICATIONS PLANT AT KRANJ, AND (C) SUITABLE INFORMAL PROGRAM AT SCENIC LAKE BLEDE. GROUP MIGHT THEN, IF IT WISHED, STILL PROCEED DUBROVNIK (HUJS INDICATED THAT ISKRA WOULD BE PREPARED TO ARRANGE SPECIAL AIR TRANSPORTATION IF NEEDED TO ENSURE EFFICIENT CONNECTIONS) OR REST AT LAKE BLEDE PRIOR TO RESUMING ITINERARY PER REFTEL.

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2. COMMENT: ISKRA HAS BECOME THE FOURTH OR FIFTH LARGEST

INDUSTRIAL ENTERPRISE IN YUGOSLAVIA; FIRM'S SALES IN 1973 REACHED NEARLY DOLS 600 MILLION; IT EMPLOYS 26,000 WORKERS. IT SUPPORTS WORK IN SEVERAL RESEARCH INSTITUTES, INCLUDING ITS OWN "INSTITUTE FOR AUTOMATION." GENERAL DIRECTOR HUJS, WHO FORMERLY REPRESENTED ISKRA IN THE UNITED STATES, IS HIMSELF A TELECOMMUNICATIONS EXPERT WHO UNTIL RECENTLY MANAGED THE NEW TELECOMMUNICATIONS FACTORY (BUILT IN COOPERATION WITH ITT THROUGH ITS ANTWERP AFFILIATE). VISITING THIS FACILITY (WHICH INCLUDES SUBSTANTIAL AMERICAN EQUIPMENT) MIGHT GIVE SEMINAR MEMBERS EXCELLENT VIEW OF TOP-LEVEL YUGOSLAV ACHIEVEMENT IN TELECOMMUNICATIONS THUS FAR.

3. HUJS EMPHASIZED THAT, THOUGH ISKRA MAY SEND "UP TO TEN" TOP TECHNICAL DECISION-MAKERS TO ATTEND SEMINAR SESSIONS IN BELGRADE SEPTEMBER 25-26, VISIT BY SEMINAR TO ISKRA FACILITIES ALSO IMPORTANT; THIS COULD PROVIDE PERSPECTIVE ON YUGOSLAV INDUSTRY AND IN LONG TERM ALSO HAVE VERY USEFUL COMMERCIAL EFFECTS FOR ALL U.S. COMPANIES CONCERNED.

4. EMBASSY STRONGLY CONCURS IN RECOMMENDATION THAT ISKRA VISIT BE ADDED TO PROGRAM. BOTH KRANJ FACTORY AND LAKE BLED LOCATED VERY NEAR VICINITY TO LJUBLJANA AIRPORT. SEMINAR MEMBERS MIGHT, FURTHERMORE, WISH TO FOREGO DUBROVNIK PLAN IN FAVOR STAYING ENTIRE WEEKEND AT LAKE BLED WHOSE EXCELLENT HOTELS AND FACILITIES OFFER SPORTS SUCH AS SWIMMING, HIKING, FISHING, GOLF, TENNIS AS WELL AS A BEAUTIFUL ENVIRONMENT IN WHICH TO SIMPLY RELAX. EXCURSIONS TO NEARBY AUSTRIA AND ITALY COULD ALSO BE ADDED. MONDAY MORNING FLIGHT FROM LJUBLJANA TO BELGRADE COULD RECONNECT GROUP TO PLANNED ITINERARY. REQUEST ADVISE SOONEST SO THAT FIRM SCHEDULE CAN BE DEVELOPED.

5. SEPTTEL PROVIDES GENERAL STATUS REPORT.
WILSON

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